

PROJEK PELAJAR/THESIS

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## ABSTRACT

Presently, Lori Malaysia Berhad is owned by Techninvest Sendirian Berhad. Under the new management team, they have set up the task of improving the services to its clients as their prime objective.

With respect to the business environment, the quality of services provided must be improved to compete with the other operators. Due to the problems occurred, certain actions and new marketing strategy should be implemented.

In this study, the main focus is on identifying the present fleet utilisation, workshop activities and marketing strategy. The study will also highlight the factors affecting down time of vehicles. Finally, recommendations are also included in this thesis to help LMB management to improve their services.

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## CHAPTER 1. INTRODUCTION

The field of transportation is much ever increasing in complexity in the modern world. Much of the commercial activity in the field of freighting movement has for long been channelled through a wide range of intermediaries.

'At a given point in economic development, a country requires a certain of transport provision so that its growth potential is maximised. Hence, there is an optimum transport capacity for any development level'.<sup>1</sup>

The vast development of the industrial area in Malaysia is expected to stimulate foreign investors to invest in this country. In 1987 the manufacturing sector had risen strongly to record a growth rate of 12.8 percent and become the leading sector in the economy.<sup>2</sup> Due to this situation, the needs for transportation services has increased in order to fulfill the distribution needs. The system includes the transportation of raw materials from the source of supply to the source of production and the finished product to the market area.

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1. K. J. BUTTON, Transport Economics, 1982, pg:247.

2. Economic Report:1988/1989, Vol: 17. Ministry Of Finance, pg: 57.